AMENDMENTS TO THE CLAIMS

Claim 1 (Currently Amended):   A method of conducting Internet commerce providing click-through access from a first website to a second website comprising using a computer to:

    receive a ~~requesting~~ for access to content on a second website from a first website;

    cause an interim landing page to be displayed;

    requir~~ing~~e receipt by the second website of an access operation input via the interim landing page; and

    allow access to ~~providing~~ a destination page having the content from the second website after receipt of the access operation input.

Claim 2 (Original):   The method as recited in claim 1 further comprising:

    counting the number of times correct access operation inputs are received by the second website; and

    generating a click count corresponding to the number of correct access operations.

Claim 3 (Original):   The method as recited in claim 2 further comprising:

    using the click count corresponding to the number of correct access operations as the basis for determining a fee owned on a pay-by-click basis by the second website to the first website.

Claim 4 (Original):   The method as recited in claim 2 further comprising:

    reporting the click count to the first website.

Claim 5 (Original):   The method as recited in claim 1 further comprising:

    entering into a pay-by-click advertising agreement between the first website and the second website.

Claim 6 (Cancelled)

Claim 7 (Original):   The method as recited in claim 6 further comprising:

supplying Internet address identifying information from the second website corresponding to the interim landing page.

Claim 8 (Currently Amended):   The method as recited in claim 6 further comprising:

user selection of ~~the~~ an identifying information to signal the second website to provide the interim landing page data to the user making the selection.

Claim 9 (Original):   The method as recited in claim 1 wherein the first website comprises an advertising provider website and the second website comprises an Internet commerce website.

Claim 10 (Original):   A system of inhibiting automated click-through access to a second website from a first website comprising:

a website access requesting module that requests access from a first website to a second website;

an access code decision module requiring receipt by the second website of an access operation input to prevent the automated click-through access, the access code decision module being configured to display an interim landing page comprising at least a field for entering an access code; and

a providing module sending destination page data from the second website after receipt of the access operation input.

Claim 11 (Original):   The system as recited in claim 10 further comprising a counter tracking correct access operation inputs are received in the second website and generating a click count corresponding to the number of correct access operations.

Claim 12 (Original):   The system as recited in claim 11 further comprising a determining module using the click count corresponding to the number of correct access

operations as the basis for determining a fee owned on a pay-by-click basis by the second website to the first website.

Claim 13 (Original):   The system as recited in claim 11 further comprising a reporting module transmitting the click count to the first website.

Claim 14 (Cancelled)

Claim 15 (Original):   The system as recited in claim 10 wherein the first website comprises an advertising provider website and the second website comprises an Internet commerce website.

Claim 16 (Original):   A method of conducting commerce via an electronic communications network in which a second website advertises via a first website, the method comprising using a computer to:

receive a requesting for access to content on a second website from a first website;

cause an interim landing page to be displayed;

requiring require receipt by the second website of an access operation input via the interim landing page; and

providing allow access of a destination page from the second website after receipt of the access operation input, the destination page providing data pertaining to a product or service for sale via the second website.

Claim 17 (Original):   The method as recited in claim 16 further comprising:

counting times correct access operation inputs are received by the second website, generating a click count corresponding to the number of correct access operations.

Claim 18 (Original):   The method as recited in claim 17 further comprising:

using the click count corresponding to the number of correct access operations as the basis for determining the fee owned on a pay-by-click basis by the second website to the first website.

Claim 19 (Original):   The method as recited in claim 17 further comprising:
    reporting the click count to the second website.

Claim 20 (Original):   The method as recited in claim 16 further comprising:
    entering into a pay-by-click advertising agreement between the first website and the second website.

Claim 21 (Cancelled)

Claim 22 (Original):   The method as recited in claim 21 further comprising:
    supplying Internet address identifying information from the second website corresponding to the interim landing page.

Claim 23 (Original):   The method as recited in claim 22 further comprising:
    user selection of the identifying information to signal the second website to provide interim landing page data to the user making the selection.

Claim 24 (Original):   The method as recited in claim 16 wherein the first website comprises an advertising provider website and the second website comprises an Internet commerce website.